

### **REMARKS/ARGUMENTS**

In view of the amendments and remarks below, the Applicants respectfully request further consideration of this application, and withdrawal of the rejection set forth in the Office Action mailed August 25, 2006. As detailed in the Office Action, section titles in the specification were required and pending Claim 1 was rejected. In response to the Office Action, the specification has been amended to add the section titles and Claim 1 has been amended to further clarify the subject matter being claimed. No new matter has been added. It is believed that the pending claim is now patentable over the reference cited in the Office Action.

#### **Independent Claim 1 is Patentable**

Claim 1, as amended herein, recites an electronic label comprising a housing having at least one wall, a display disposed along the wall, and an antenna extending along the wall in such a manner as to constitute a stack with the wall, the antenna extending at least partially around the display. FIG. 1 of the specification depicts, in plan view, an embodiment of an electronic label according to Claim 1, in which embodiment an antenna 100 extends partially around the display 3. FIG. 4 depicts, in plan view, another embodiment of an antenna 200 arranged for extending around a display. By disposing antenna portions at least partially around displays, these embodiments provide compact electronic labels for use wherever space-saving benefits are desired, such as along supermarket shelves where products may be closely arranged in association with corresponding labels.

Claim 1, prior to amendments herein, was rejected in the Office Action under 35 U.S.C. §102(e) as being anticipated by the U.S. Patent Publication No. US 2002/0167500 A1 of Gelbman. The Gelbman publication does relate to an electronic label having a stacked architecture, but does not disclose an antenna extending at least partially around a display, as required in Claim 1 amended herein. Figure 2 of the Gelbman publication does provide a schematic depiction of an electronic label in which an antenna element 22 is spaced from a display 30, with no portion of the antenna element extending around the display. Whether or not

this schematic depiction can be conclusively construed as representing a physical layout of electronic label components, it cannot be construed to anticipate an antenna extending at least partially around a display, as required in Claim 1 amended herein. Figure 6 of the Gelbman publication similarly depicts a power antenna spaced from and having no portion extending around a display 64. Thus, the Gelbman publication does not anticipate Claim 1, which, as amended herein, requires an antenna extending at least partially around a display.

For at least this reason, independent Claim 1 as amended herein, and new Claims 18-36 that depend directly or indirectly therefrom, are patentable over the Gelbman publication and over all references of which Applicants are aware. Thus, the Applicants respectfully request withdrawal of the rejection.

Appl. No.: 10/517,699  
Amdt. dated January 24, 2007  
Reply to Office Action of August 25, 2006

### CONCLUSION

In light of the above it is considered that the application is in suitable form for allowance, and Applicants look forward to receiving a Notice of Allowability.

It is not believed that extensions of time or fees for net addition of claims are required, beyond those that may otherwise be provided for in documents accompanying this paper. However, in the event that additional extensions of time are necessary to allow consideration of this paper, such extensions are hereby petitioned under 37 CFR § 1.136(a), and any fee required therefore (including fees for net addition of claims) is hereby authorized to be charged to Deposit Account No. 16-0605.

Respectfully submitted,



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ELECTRONICALLY FILED USING THE EFS-WEB ELECTRONIC FILING SYSTEM OF THE UNITED STATES PATENT & TRADEMARK OFFICE ON January 24, 2007.  
LEGAL02/30082406v1